

We Don't Dare Forget How to 'Stick a Landing' on Mars

How We Made the Case for KM at NASA JPL

2018 APQC Knowledge Management Conference

David Oberhettinger, Chief Knowledge Officer, Jet Propulsion Laboratory, California Institute of Technology

April 20, 2018

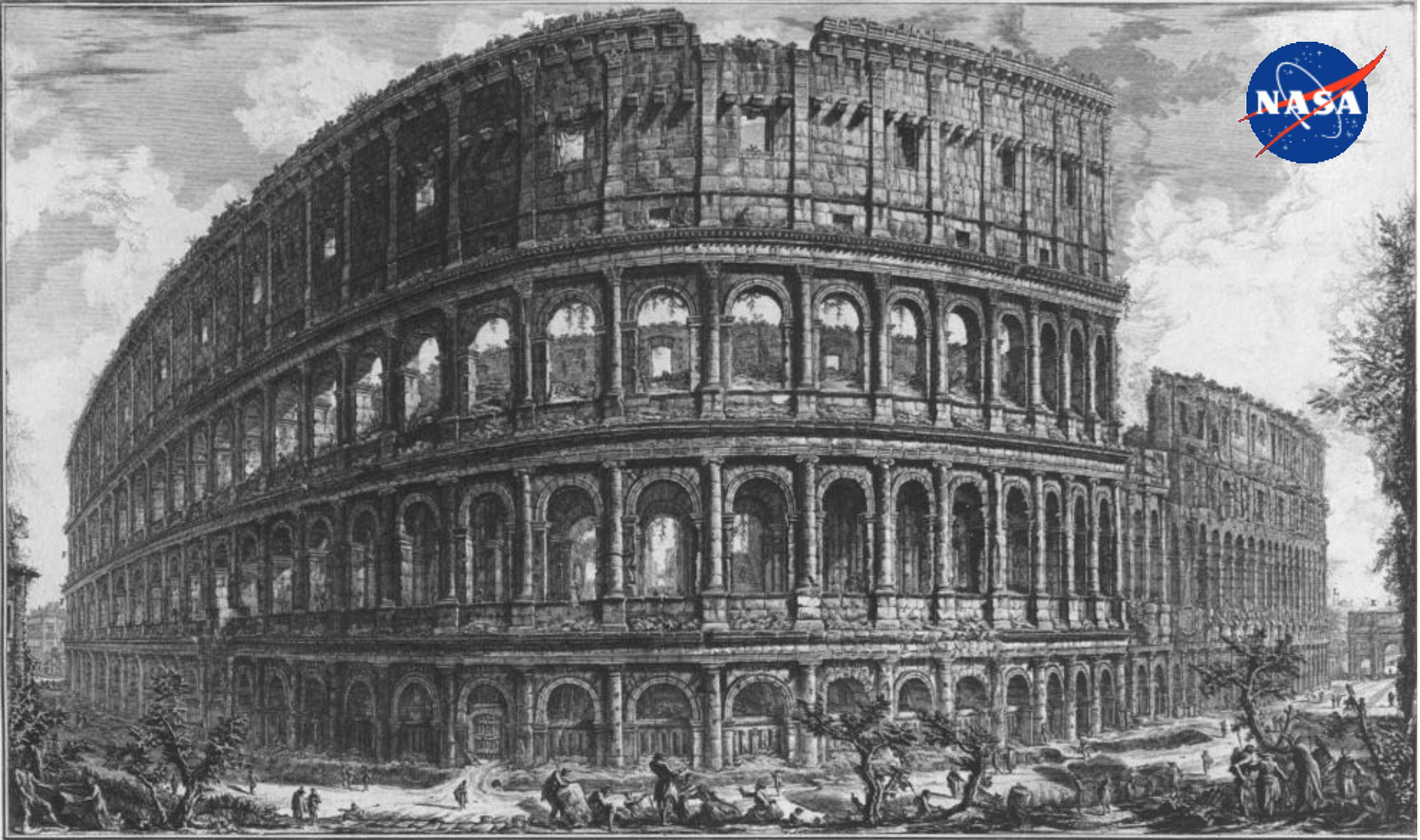


Dare Mighty Things

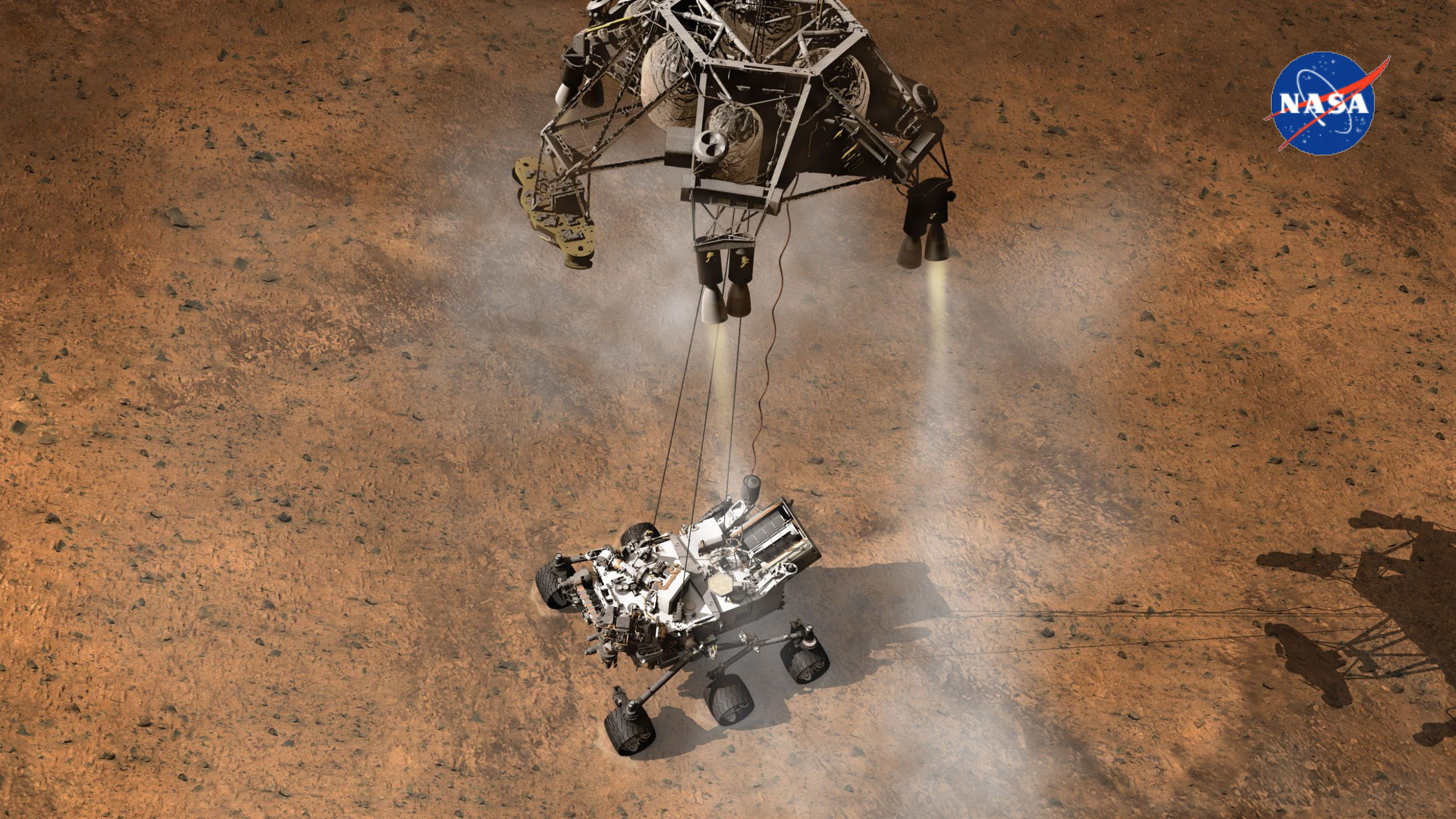
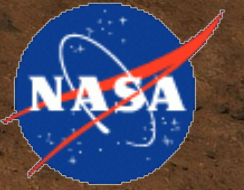
“Far better is it to **dare mighty things**, to win glorious triumphs, even though checked by failure...than to rank with those poor spirits who neither enjoy much nor suffer much, because they live in a gray twilight that knows not victory nor defeat.”

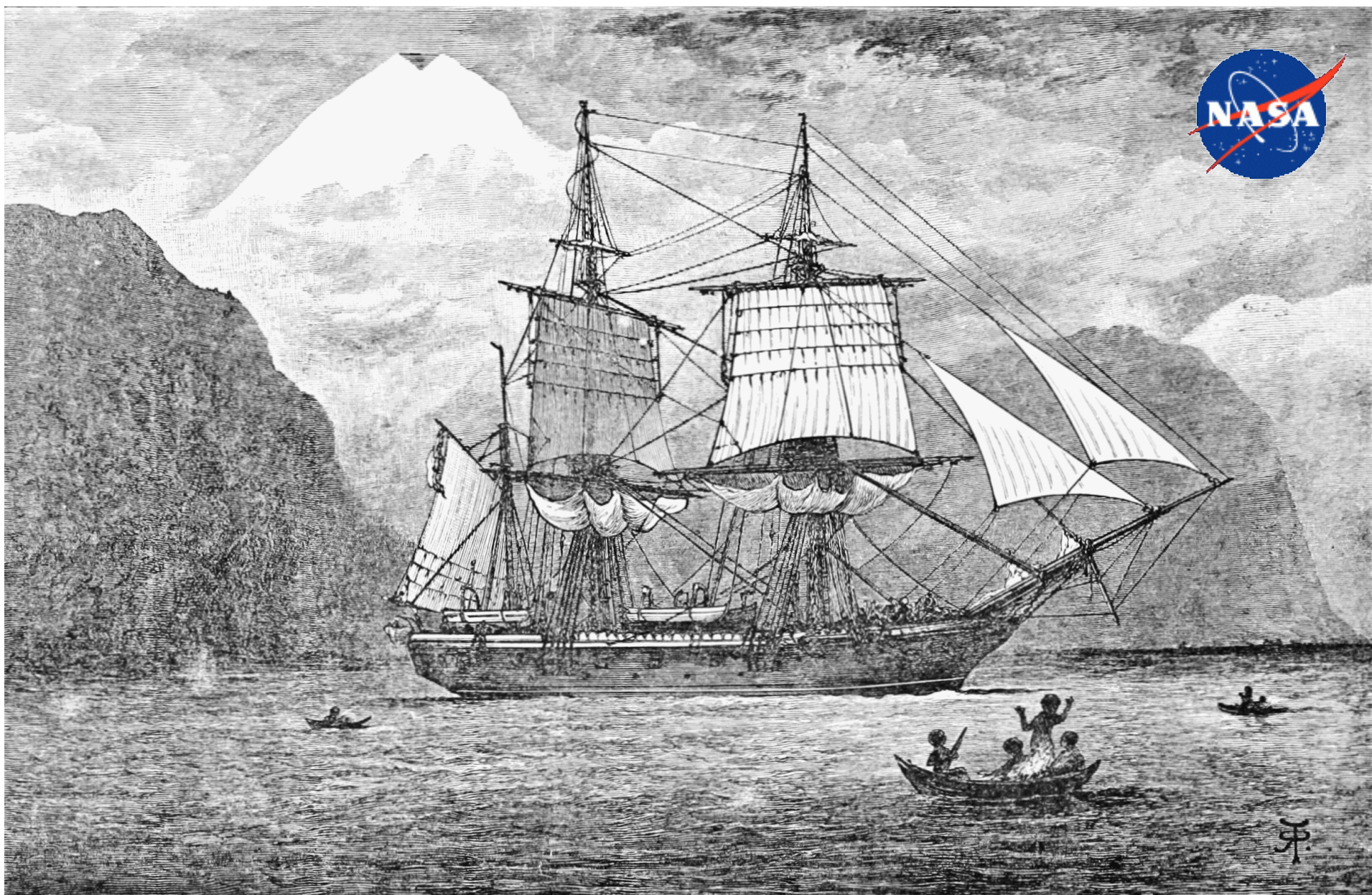
- Theodore Roosevelt, 26th
President of the United States





The ancient Romans used pozzolan concrete to build large structures
--until the technology was lost for 1000 years





HMS Beagle in the Straits of Magellan

